



KFXA & KFXB Sample Package

KFXA & KFXB is Eastern Iowa's hottest new television combo and we're giving our new clients the opportunity to sample the stations at an unheard of rate!

M-F	10a-230p	Day	20x
M-F	5-7p	Evening	20x
M-Su	7-10p	Prime	20x
M-F	10p-12m	Nite	20x
Sa/Su	10a-6p	Weekend	20x
Total			100x
Investment			\$2,500

Package expires 10/31/95

No one disputes the power of television and this is your opportunity to tap the power of the medium at a price that any business can afford.

Witness for yourself how Eastern Iowa's
Fox combo can sell your products
and make your business grow!

KFXA & KFXB - Rate Card

Rotator				Nite			
M-F	10a-230p	Day	20	M-F	10-1030p	Cops (KFXA)	75
M-F	5-7p	Evening	125	M-F	10-1030p	Late News (KFXB)	100
M-F	7-10p	Prime	225	M-F	1030-11p	AMW Final Justice	35
M-F	10p-12m	Nite	40	M-F	11-12m	Stephanie Miller	35
Sa-S	10a-6p	Weekend	45	M-F	12m-1a	Northern Exposure	25
Day				Weekend			
M-F	10-11a	Gabrielle	30	Sat	12n-2p	Saturday Movie 1	40
M-F	11a-12n	Danny B	30	Sat	2-4p	Saturday Movie 2	40
M-F	12n-1p	Gordon Elliot	35	Sat	4-430p	Empty Nest	35
M-F	1-2p	Donahue	70	Sat	430-5p	Golden Girls	35
M-F	2-230p	Doogie Howser	30	Sat	5-6p	Lands End	40
Evening				Sat	6-7p	Baywatch Nights	150
M-F	5-6p	Jerry Springer	115	Sat	930-10p	Sweet Valley	55
M-F	6-630p	Cops Evening (KFXA)	140	Sports			
M-F	6-630p	Evening News (KFXB)	75	Sun	10-1030a	Mike Holmgren Show	40
M-F	630-7p	Current Affair	140	Sun	1030-11a	This is the NFL	125
Prime				Sun	11a-12n	NFL Pre-game Show	200
Mon	7-8p	Melrose Place	350	Sun	12n-6p	NFL Football	700
Mon	8-830p	Partners	200	Special			
Mon	830-9p	Ned & Stacey	200	Sun	09 /10 7-10p	Emmy Awards	200
Tue	7-9p	Fox Movie	250	Kids			
Wed	7-8p	Beverly Hills 90210	400	M-F	6-10a	AM Kids	125
Wed	8-9p	Party of Five	300	M-F	230-5p	PM Kids	175
Thr	7-730p	Living Single	200	Sat	6a-12n	Sat Kids	110
Thr	730-8p	The Crew	200				
Thr	8-9p	NY Undercover	200				
Fri	7-8p	Strange Luck	150				
Fri	8-9p	X-Files	350				
M-F	9-10p	Baywatch	180				
Sat	7-730p	Martin	180				
Sat	730-8p	Preston	180				
Sat	8-830p	Cops	220				
Sat	830-9p	America's Most Wanted	220				
Sat	9-10p	Baywatch	220				
Sun	6-7p	Space	180				
Sun	7-730p	Simpsons	250				
Sun	730-8p	Too Something	180				
Sun	8-830p	Married with Children	260				
Sun	830-9p	Misery Loves Company	200				
Sun	9-10p	Baywatch Nights	190				

KFXA & KFXB Fall Schedule

#N/A

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
600a			Bananas			Dargon Ball	Bell's Book.	600a
30			Blinky Bill			Happt Ness		30
700a			Disney			P. Rangers		700a
30			Fox Kids			Masked Rider		30
800a			Disney			Eek		800a
30			Disney			Life with Louie		30
900a			Disney			Spider Man		9C Ja
30			Dinosaurs			The Tick	Sweet Valley	30
1000a			Gabrielle			X-Men	M. Holmgren	1000a
30						C. San Diego	This is NFL	30
1100a			Danny B			Kids	NFL	1100a
30						Kids	Pre-Game	30
1200n			Gordon Elliot			Sat. Movie 1	NFL Football Game 1	1200n
30								30
100p			Donahue					100p
30								30
200p			Doogie Howser			Sat. Movie 2		200p
30			Littlest Pet Shop					30
300p			Taz-Mania					300p
30			X-Men				NFL Football Game 2	30
400p			Batman & Robin			Empty Nest		400p
30			Power Rangers			Golden Girls		30
500p			Jerry Springer			Lands End		500p
30								30
600p			Cops (KFXA) News (KFXB)			Baywatch Nights		600p
30			A Current Affair					30
700p	Melrose	Fox Movie	90210	Living Single	Strange Luck	Martin	Simpsons	700p
30				The Crew		Preston	2 Something	30
800p	Partners		Party of 5	NY	X-Files	Cops	Married	800p
30	Ned & Stacey			Undercover		AMW	Misery Loves	30
900p			Baywatch			Baywatch	Baywatch Nights	9u0p
30								30
1000p			Cops (KFXA) News (KFXB)			Siskel/News	?/News	1000p
30			America's Most Wanted Final Justice			Mad TV	Sports Mach.	30
1100p			Stephanie Miller				Current Affair	1100p
30						HBO Comedy		30
1200m			Northern Exposure			Apollo Comedy		1200m
30						Lonesome Dove		30
100a								100a
30								30
200a								200a
30								30
300a								300a
30								30
400a								400a
30								30
500a								500a
30								30



TIM ATTERBERG
ACCOUNT EXECUTIVE

KFXA-TV
605 BOYSON ROAD N.E.
CEDAR RAPIDS, IA 52402

PHONE (319) 393-2800

FAX (319) 393-9666

EXHIBIT 4



CLIFF NOTES on

\$2.95

**May 1996 NIELSEN FOR
CEDAR RAPIDS-WATERLOO
& DUBUQUE, IOWA**



REVIEW QUESTIONS

1. What is the fastest growing TV station in Eastern Iowa?
2. What TV station has both the World Series and Super Bowl XXXI?
3. Which TV station has shown the largest explosive growth in the most desired key 18-34 and 18-49 demographics?
4. Which TV station has the top ranked newscast serving the Dubuque area and will soon expand its coverage to include Cedar Rapids, Waterloo, and Iowa City?
5. How can you see a dramatic increase in your sales? (Hint: The answer can be found at (319)393-2800)
6. What are you waiting for?

*Rating information is from February '96 Nielsen and May '96 Nielsen.

EXHIBIT 5

PETRY

STEWART R. STRIZAK
VICE PRESIDENT, GROUP SALES MANGER
NATIONAL DIVISION

July 10, 1996

Mr. Bob Allen
Vice President/General Manager
KCRG-TV Cedar Rapids
2ND AVE/ 5TH ST. S.E
Cedar Rapids, Ia. 52401

Dear Bob,

During our solicitation of advertising dollars for KCRG-TV, we are constantly competing with KFXA+. You are aware of the fact that KFXA-TV, like KGAN-TV, is located in Cedar Rapids. KWWL-TV is located in Waterloo, and KFXB-TV is located in Dubuque. KFXA-TV and KFXB-TV are sold as a single entity under the KFXA+ banner. Every station in the market considers Dubuque County as one of the twenty-two counties comprising the Cedar Rapids television market.

~~list~~ just a partial

The following is a list of national advertisers who we compete with KFXA+ for advertising dollars:

Procter and Gamble
U.S. West
Hardees
Target Stores
Kraft-General Foods
Jeep-Eagle
Ford
Tyco Toys
Principal Health Care
Kellogg
Six Flags
Montgomery Wards
Illinois Tourism
American Family Insurance
Osco Drugs


PETRY

Sandoz
Monsanto
Toys R Us
Honda Motors
Du Pont
Bandai America
Lever Brothers
Twentieth Century Fox
Warner Lambert
Orkin
Lincoln-Mercury Dealers

This list is quite extensive, and the advertisers never make a distinction between Cedar Rapids and Dubuque. They feel that Dubuque is part of the Cedar Rapids market, just like the other twenty-one counties.

If you have any questions, please do not hesitate to call

Cordially yours,



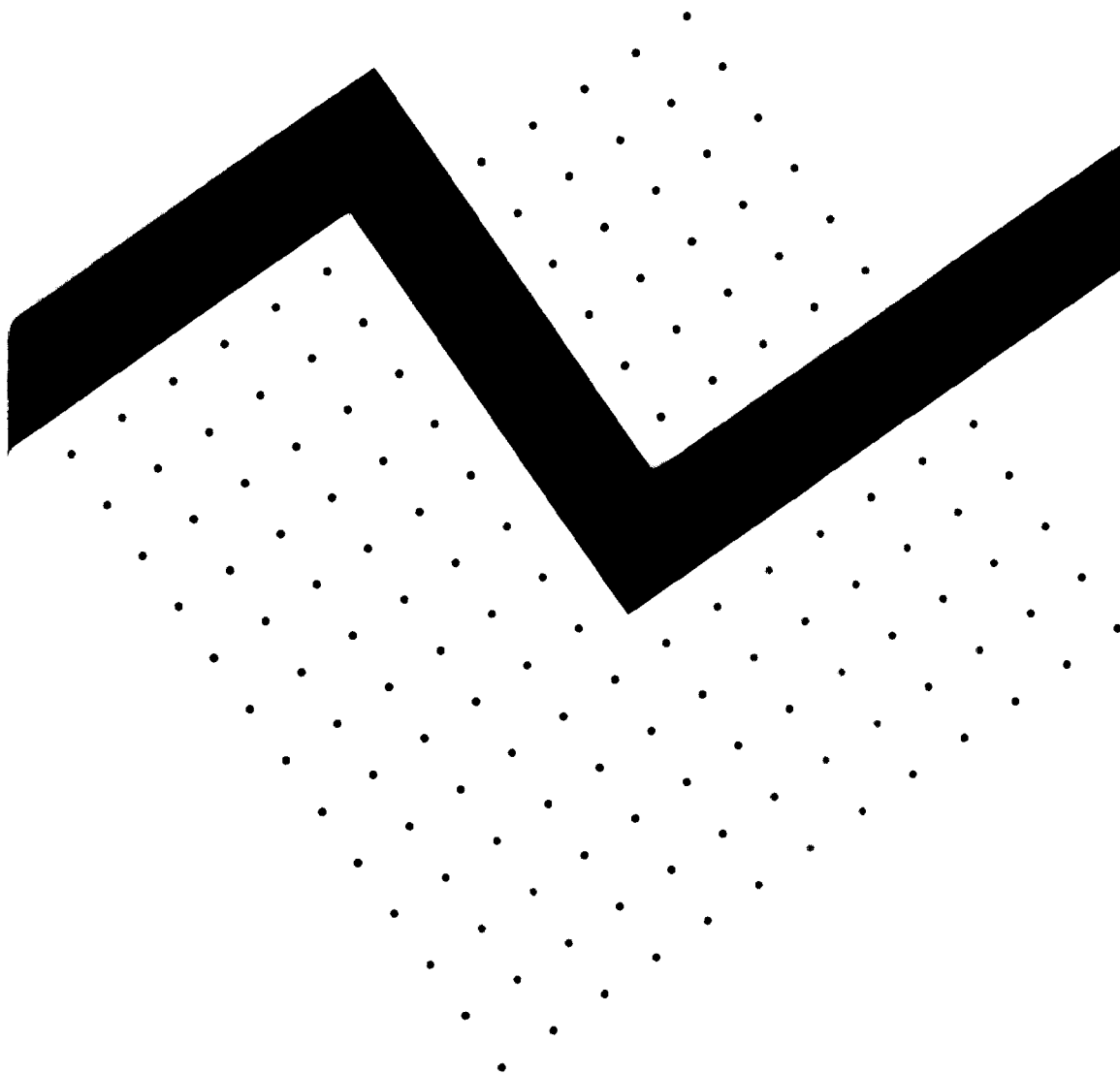
Stewart R. Strizak
Vice President/ Group Sales Manager

EXHIBIT 6

Cedar Rapids-Waterloo
& Dubuque, IA

May 1996

Nielsen Station Index



Viewers in Profile

Nielsen



Accredited by
Electronic Media
Rating Council

DAY PART SUMMARY

A=CEDAR RAPIDS-WATERLOO B=DUBUQUE
*Nielsen has been advised that a station(s) conducted
 a special promotional activity See page 3*
MAY 1996

299.400
369.410
308.310

EXHIBIT 7

Reference Supplement

1995-96

Nielsen Station Index

Nielsen

Methodology
Techniques and
Data Interpretation

TELEVISION STATIONS/CHANNELS

E. Television Stations/Channels

1. Station and Cable Channel Definitions

a. Broadcast TV Stations

A **Broadcast TV Station** provides a signal transmitted on an assigned frequency within its market. The station's signal can be received in a television household over-the-air, by means of a cable converter, via satellite dish or other means of signal distribution.

b. Translators

A **Translator** is a low powered localized transmitter which automatically picks up the signal of a parent station(s) and retransmits the amplified signal on a different channel. These federal licensed transmitters are identifiable by call letters which include the channel number. They do not originate any programming or commercial content. (if there is origination, the transmitter will be considered to be a Low-Power (LPTV) station. NSI viewing credit is generally given to the parent station.

c. Repeaters/Boosters

A **Repeater (or Booster)** is a low powered localized transmitter which automatically picks up the signal of a parent station and retransmits the amplified signal on the same channel and does not originate any programming or commercial content, (if there is origination, the transmitter will be considered to be a Low-Power (LPTV) station. For technical reasons, this variation of b. above is rarely used, but is included here to clarify or differentiate between similar sounding terms used by some members of the industry. NSI viewing credit is generally given to the parent station.

d. Total Satellite Stations

Total Satellite Stations are fully licensed for broadcasting on a regular channel assignment but they carry only programming which duplicates entirely the programming and commercial content of a parent station. These satellites do not originate any local or separate programming. NSI viewing credit is generally given to the total satellite station. As an aid in determining precise satellite status, prior to the start of each measurement interval, either the parent or the satellite must attest to Nielsen in writing that the stations will operate during that measurement in accordance with the satellite definition given above. Appropriate forms will be sent to all stations well in advance.

e. Partial Satellite Stations

Partial Satellite Stations are stations which, as a matter of operating economics, are largely dependent on a parent station for most of their programming and commercial support and which meet all of the following criteria:

- (1) A maximum of 35 quarter-hours on average per week of separate localized programming (i.e., programming different from the parent station) other than local news and weather or exempted public service programming. The exemptions will include only features not available for sponsorship or the inclusion of paid announcements of any sort including political and paid religious programming.
- (2) Publicly quoted "combination" or group rates for all national and/or regional advertising offered through a single "Sales Department" operated by the same ownership or general management for both the parent and the satellite for the duplicated programming.

TELEVISION STATIONS/CHANNELS

E. Television Stations/Channels (cont'd)

1. Station and Cable Channel Definitions (cont'd)

e. Partial Satellite Stations (Cont'd)

- (3) Simultaneous clearing of all commercial content for duplicated programming on both the parent and satellite stations using the same text except: (a) occasional or partial "cut-in" for closer dealer tie-in, test campaigns, etc. and/or (b) during non-simulcast time periods permitted under (1) above.

NSI viewing credit is normally given to the partial satellite.

In connection with the determination of satellite status, prior to the start of each measurement period, Nielsen asks each parent station to provide information relevant to satellite status, utilizing the **Parent/Satellite Programming Information** form provided by Nielsen. These forms are submitted to each parent station for which Nielsen reported a satellite station(s) during the previous measurement period. If this form is not submitted, as requested, with the station's Pre-List (program information), Nielsen will contact the station to confirm the status of the previously designated satellite station(s) for purposes of the upcoming measurement period.

f. Affiliated Groups

Affiliated Groups are any other combinations or stations not covered by groups d. or e. above. This would include stations closely allied part of the time only or available all the time but with member(s) retaining sufficient independence of action to be ineligible for classification d. or e. above.

g. Low Power Television Stations (LPTV)

Low Power Television Stations are stations which are authorized to retransmit the programs and signals of a TV broadcast station and that may originate programming in any amount greater than 30 seconds per hour and/or operate a subscription service (FCC Code of Federal Regulations, Revised as of October 1, 1988). Some of the different forms in which an LPTV station may operate are as follows:

- (1) The LPTV station may originate its own programming and/or commercial content and thus operate as an individual station.
- (2) The LPTV station may carry the signal of a local or distant station but insert its own identification, programming and/or commercial content.
- (3) The LPTV station may transmit the signal of an Earth Satellite network.
- (4) The LPTV station may operate as part of a network of LPTV stations for programming and insert its own local commercial content.
- (5) The LPTV station may carry the signal of a local or distant station and operate as a translator.
- (6) The LPTV station may carry the signal of a local or distant station and operate as a total or partial satellite of the station.

TELEVISION STATIONS/CHANNELS

E. Television Stations/Channels (cont'd)

6. Parent/Satellite Reporting Policy

Report Format Descriptions

The NSI VIP analyses are designed to reflect the "actualities" of commercial television, as far as practical, and without prejudice or favoritism. Where more than one transmitter is used to carry a station's programs or where two or more stations are offered to national advertisers in "package" buys, impartial reporting of appropriate audience estimates is Nielsen's objective.

NSI uses three different types of report formats for disclosure of audience estimates for combinations of transmitters:

a. No Separation

Combination audiences only are reported throughout the NSI VIP with no separate reporting of individual stations. As an example, audiences would be reported in all sections of the VIP as WXXX+ only.

b. Partial Separation

Parent station and combination audiences are each reported in the Daypart section while combination audiences only are reported in all other sections. As an example, both WXXX and WXXX+ would be reported in the Daypart section and only WXXX+ is reported in the Program Average and Time Period sections.

c. Total Separation

Parent station and combination audiences are each reported separately in all sections of the VIP. As an example, both WXXX and WXXX+ would be reported in the Daypart, Program Average and Time Period sections.

The criteria for the selection of the most appropriate reporting format described above is based upon various factors such as the classification of the transmitters, sample adequacy, geographical patterns or signal overlap, competitive needs for individual station estimates and, of course, the potential commercial value of the analysis itself.

The following describes the criteria utilized in determining the appropriate reporting format:

a. No Separation Reporting Format

The "no separation" reporting format is automatic for stations classified as translators or repeaters where there are no options as to the use of the supplementary facilities. It is also an optional format for the reporting of audience estimates involving total or partial satellites under these circumstances:

- (1) The absence of any locally competitive station in either the satellite's or parent's home market (no need for separate reporting), or
- (2) The local competition for both the satellite and the parent station is either from a single source covering the entire geographical spread of the parent/satellite combination or from another multiple source of comparable parent/satellite stations and

TELEVISION STATIONS/CHANNELS

E. Television Stations/Channels (cont'd)

6. Parent/Satellite Reporting Policy (cont'd)

a. No Separation Reporting Format (cont'd)

- (3) There is no need for a separate local VIP for the home market of the satellite station, or
- (4) When the geographical patterns of overlap between the parent and satellite may be sufficient to supply multiple choice of service to a substantial portion (25% or more) of the satellite's potential audience and thus unduly complicates both the recording and the reporting of the viewing sources, and
- (5) Advertising time on the parent or satellite cannot be bought separately.

b. Partial Separation Reporting Format

The partial separation reporting format is a "middle ground" format which may be used at NSI's discretion for the reporting of audiences involving total satellites, partial satellites or affiliated groups as follows

- (1) For total or partial satellites:
 - (a) When net in-tab samples for the satellite area(s) preclude total separation reporting for quarter-hours or half-hours but are adequate for reporting estimates for parent and the combination by dayparts.
 - (b) For affiliated groups:
 - (c) When commercial interest in separate contributions of parent versus satellite stations is minimal, both from buyers and sellers of TV time in the subject market.

c. Total Separation Reporting Format (Parent and Combination)

The total separation reporting format is the standard form for presenting NSI audience estimates in complex situations including:

- (1) Varying local competitive considerations.
- (2) Substantial options within given combination offers.
- (3) A realistic commercial need for the separation of audience estimates, including those for total satellites, due to unusual distance, terrain or other factors.
- (4) The parent and/or satellite can be bought separately from the combination.

The formats described above are used to report parent/satellite combinations in the respective Viewers In Profile (VIP) report. NSI Supplementary reports may use a format different from that used in the VIP, depending on the type of data being reported, their intended use and the like.

TELEVISION STATIONS/CHANNELS

E. Television Stations/Channels (cont'd)

6. Parent/Satellite Reporting Policy (cont'd)

Client Agreements on Satellite/Affiliate Stations (Cont'd)

By and large, most television stations, directly or through their sales representatives, show remarkable readiness to answer operating questions posed by NSI for purposes such as the above. Conversely, it is NSI's policy to quietly investigate challenges or allegations posed by a station's competition but to rely on sources as free from bias as may be available for final decisions.

Nielsen reserves the right to use its best judgment in unique situations that will create undue confusion in the marketplace or is in conflict with NSI policy in effect at that time.

7. Contests and Special Promotions Policy

Nielsen concurs with the view that activities apparently calculated to influence viewing during measurement periods should be discouraged. Since it is impossible to anticipate the precise nature of all such activities, Nielsen reserves the right to exercise its judgment in questionable cases. In general, when in doubt, it is Nielsen's policy to decide in favor of a special notation, at a minimum.

Nielsen also calls to the attention of its clients the Electronic Media Rating Council (EMRC) resolution regarding diary promotions:

"EMRC reiterates its opposition to any attempt by stations to exhort the public to cooperate with station audience measurement services whether over the air or by other means because of its possible biasing effect..."

It is Nielsen's policy to refrain from editorializing as to how levels of reported audiences may have been achieved at a given time on a specific station.

Without limiting the above, it is Nielsen's policy to generally take action, such as notations in, or withholding of data from, relevant reports, but with minimum comment, under the following circumstances, in all cases regardless of the actual impact of such activities on viewing:

a. Activities Designed or Likely to Affect Viewing

If Nielsen receives evidence of any activities conducted during a measurement period which may, in Nielsen's judgment, affect viewing, Nielsen generally will note such activities in the report, on the cover of the report (in appropriate instances) and/or on the subject Published Data Tape(s) (PDTs). See (1), (2), (3), (4) below for examples.

b. Activities Designed or Likely to Affect Nielsen's Sample

If Nielsen receives evidence of attempts to influence or change the viewing habits of NSI panel members, or to falsify their reporting, whether through the singling out of or contact with NSI panel members, through direct personal contact, through the use of the broadcast or other medium or otherwise, in addition to the right to make notations, as aforesaid, Nielsen reserves the right to withhold the subject report(s) or any part(s) thereof as Nielsen determines appropriate.

EXHIBIT 8



Media analysis for:

Junge Lincoln & Mercury

Presented to:

Mike Ohms

Reading time:

7 minutes

good for business

The Truth,

If we can improve your media plan it's costing you money not to invest with our station.

But if we can't improve your media plan you shouldn't ever invest with our station.

Wouldn't you agree?

Buying media isn't magic it's math!

Media can be evaluated
and understood.